

**WOODS
FULLER
SHULTZ &
SMITH P.C.**

**LAWYERS
EST. 1887**

300 South Phillips Avenue
Suite 300
Post Office Box 5027
Sioux Falls, South Dakota
57117-5027

Telephone (605) 336-3890
Telecopier (605) 339-3357

www.wfsa.com

Merle A. Johnson
Richard O. Oregerson
William Taylor
Gary P. Thimsen
Bradley C. Grossenburg
James M. Wiederrich
Comet H. Haraldson
J.G. Shultz
Roger W. Damgaard
Frederick M. Entwistle
David C. Kroon
James E. Moore
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Elizabeth A. Lewis
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Lisa Marahik Prostrullo
Christopher J. Lent
Troy N. Leonard
Jeffrey A. Proehl
Gregory S. Starnes
Jeffrey L. Bratkiewicz
Carcy A. Miller
Mary A. Akkerman
J. Vincent Jones
Cheri S. Raymond
Sander J. Morehead
Matthew P. Bock
Ryan W. Snell
James A. Power
Justin O. Smith

Attorneys also admitted in
Iowa, Minnesota
and Nebraska

Melvin T. Woods
(1899-1983)
Howell L. Fuller
(1909-1981)
John B. Shultz
(1912-1975)
Francis M. Smith
(1910-2004)

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FAX #: (571) 273-8300

TO: Mail Stop Amendment, U.S.P.T.O.
Examiner Daniel Lastra, T.C./AU: 3622

FROM: Jeffrey A. Proehl Christine K. Lillo

X DeniseMoani Nelson

RE: Appln. No. 09/751,801 Filing Date: December 29, 2000
Applicant: Scott D. Leapman

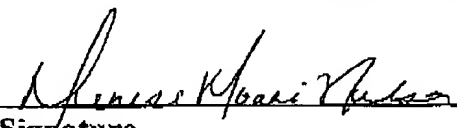
Enclosed:

Amendment in response to Office Action mailed March 8, 2006.

Total Number of Pages (Including cover sheet): 19 (Please call us as soon as possible if you do not receive all pages).

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Appln. No. 09/751,801
Amendment dated June 6, 2006
Reply to Office Action mailed March 8, 2006

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Attorney's Docket No. 24-0041/30056
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/751,801)
First Named Applicant: SCOTT D LEAPMAN)
Filed: 12/29/2000)
For: SYSTEM AND METHOD FOR)
TARGETED ADVERTISING)

TC/A.U.: 3622)
Examiner: Lastra, Daniel)
Attorney: Jeffrey A. Proehl)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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AMENDMENT

Sir:

Responsive to the Office Action mailed March 8, 2006, please amend the application as follows:

Amendments to the Specification: None.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Drawings: None.

Remarks/Arguments begin on page 11 of this paper.